MULTIMEDIA UNIVERSITY ™

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

MPE7223 – WEB PUBLISHING FOR E-LEARNING

(All sections / Groups)

02 FEBRUARY 2018
10.00 a.m. – 12.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **4 pages** including cover page with 5 Questions only.

2. Answer **ALL** compulsory questions in Part A, and answer **TWO out of THREE** questions in Part B. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please print all your answers in the answer Booklet provided.

Part A: Compulsory Questions

Question 1 – 10%

Website for e-learning should encourage active learning from the learners' side. One aspect of learning is to promote social learning or learning together with peers. The course's Facebook social learning group (ie WebPub Group) is designed for promoting social learning. Recently, there was a Social Learning Conference organised in Australia aimed to recognise the social mechanics involved in 21st-century learning and to engage with the key ideas presented by social constructivism. The following questions are related to active learning and social constructivism.

a) Define constructivism learning theory. (2 marks)

b) Explain one of your active learning experiences through an online social group? (3 marks)

c) Based on the above learning experience (section b), explain how the theory of constructivim and its principles can be related to the learning experience. (Hint: Attempt to relate the five principles of constructivism with your learning experiences by assuming that it is a constructivst learning experience) (5 marks)

Continued...

Question2 (10%)

Figure 1 show a sample website for e-learning about health topics for kids by National Health Service (NHS) in England. The title of the website is "Health for Kids!", designed and built by "Diva Creative".

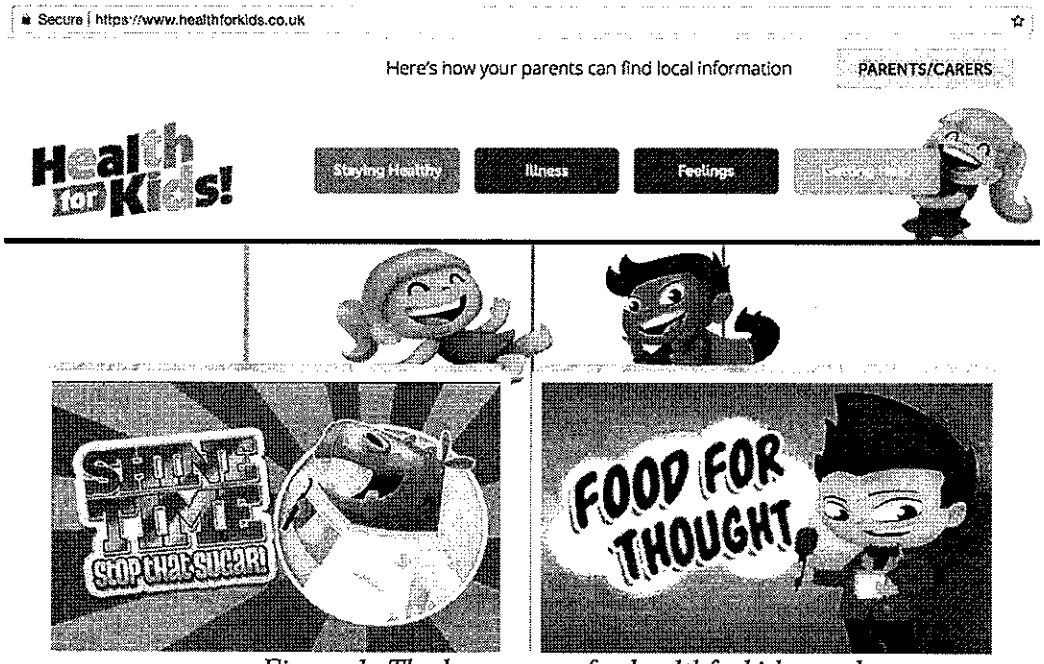

Figure 1: The home page for healthforkids.co.uk

a) What are the main considerations in the planning stages before this website is developed and produced (ie before "production" stage)? (Hint: Explain about the web development process). (6 marks)

b) By studying the home page of this website and the elements showed in Figure 1, explain your interpretation of the design purpose for the website in terms of its target audience(s), interface design and navigational design. Explain these design aspects. (4 marks)

Continued...

Part B: Answer two out of three questions only. Each question is 10%, the breakdown of the marks are stated.

Question 3 (10%)

Web technology has changed tremendously in recent years, and drives changes in e-learning too. Terry Morris, a website development guru has introduced her web design checklist to guide the best practices in web designing and development. She suggested these dimensions of web design: page layout, browser compatibility, navigation, color and graphics, multimedia, content presentation, functionality, and accessibility.

Choose **two dimensions only** that you are confident of, and provide the descriptions of checklists proposed by Terry Morris. (10 marks, descriptions of each dimension is 5 marks)

Question 4 (10%)

The level of e-learning can be synchronous, asynchronous, knowledge base and online support. Many organisations are transforming their training for staff into e-learning mode. According to many experts, e-learning is able to provide many advantages over disadvantages to organisations.

a) Discuss the advantages and disadvantages of e-learning for organisations. (4 marks)

b) If you are a trainer for a course on "Web Publishing for E-Learning", what kind of e-learning approaches (with support of web publishing / e-learning tool) that you will introduce to your students in order to enrich their learning experiences in Web Publishing. Provide **two ideas** with some detailed explanations.
(6 marks, each idea is 3 marks)

Question 5 (10%)

This question is related to the two type of applications for creating web contents and website, namely Google Web Design and Wordpress.

a) Google Web Designer is an application introduced by Google some years ago, and this tool is widely used by many multimedia designers for creating web banners. What are the key features of this tool? Explain. (5 marks)

b) Wordpress is a popular web authoring tool for creating websites. There are many widgets that you can use for creating a wordpress website. Explain what widgets are and provide **four examples** of widgets that you can use for your website. (5 marks)

End of Page.